PUBLIC INFORMATION

PROGRAM: Publications and Graphics	**PROGRAM ELEMENT:** Web Site Management

PROGRAM MISSION:
To oversee the Montgomery County web site at www.montgomerycountymd.gov to ensure that (1) the content is accurate and appropriate and the format is easy to navigate, and (2) the entire web site operates in a consistent manner

COMMUNITY OUTCOMES SUPPORTED:
• Convenient access to public services
• Citizens and reporters informed about County issues, programs, services, and policies
• Greater participation by citizens in the programs and services of County departments and agencies

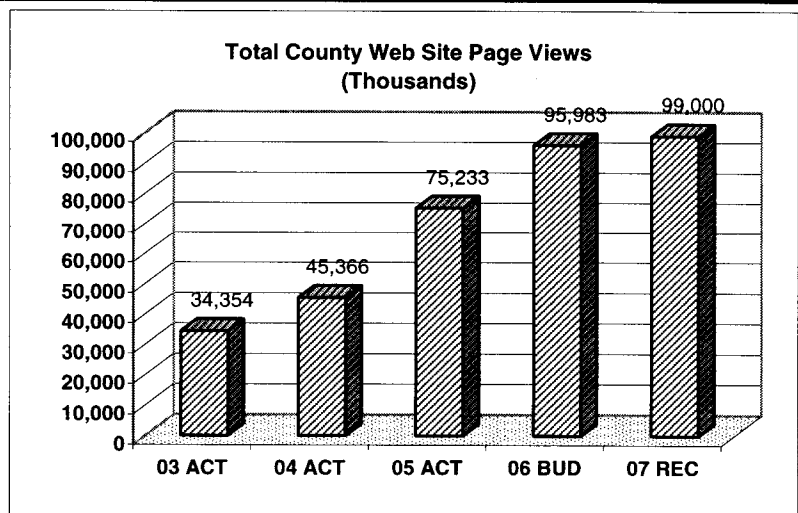| PROGRAM MEASURES	FY03 ACTUAL	FY04 ACTUAL	FY05 ACTUAL	FY06 BUDGET	FY07 CE REC
Outcomes/Results:					
Total County web page views (000)	34,354	45,366	75,233	95,983	99,000
Service Quality:					
Percentage of web site visitors who find the site useful	95	96	83	100	100
Percentage of web site visitors who think information is easy to find	85	90	61	100	100
Efficiency:					
Cost per web site page view (cents)	0.18	0.14	0.09	0.07	0.08
Workload/Outputs:					
Total County web site pages (static pages only)	56,601	[a]22,505	26,346	57,420	61,000
Inputs:					
Expenditures ($)	61,996	65,677	67,976	70,336	74,440
Workyears	1.0	1.0	1.0	1.0	1.0

Notes:
[a]This reduction in the number of web site pages represents the elimination of duplicate pages and the change from static to dynamic page technology.

EXPLANATION:
In FY03, the County combined two web sites to bring together interactive online services with static information. This - along with the adoption of an easy-to-remember web address,

montgomerycountymd.gov

- significantly enhanced accessibility. In addition, user friendliness has increased with ongoing improvements in accuracy, design, and navigation. Since FY03, public use of the site has nearly tripled, and revenues collected online by the two most used online applications have increased from $36.3 million in 2003 to $50.2 million in 2005.

Total County Web Site Page Views (Thousands)

	03 ACT	04 ACT	05 ACT	06 BUD	07 REC
Page Views	34,354	45,366	75,233	95,983	99,000

PROGRAM PARTNERS IN SUPPORT OF OUTCOMES: Department of Technology Services, County departments and agencies.

MAJOR RELATED PLANS AND GUIDELINES:

PUBLIC INFORMATION

PROGRAM:	PROGRAM ELEMENT:
Public Relations	Public Education

PROGRAM MISSION:
To educate the public about County programs and services via the mass media in order to reach the most people with clear, accurate, and timely information at the lowest possible cost

COMMUNITY OUTCOMES SUPPORTED:
• Citizens and reporters informed about County issues, programs, services, and policies
• Public and media awareness for the programs and services of County departments and agencies
• High value for tax dollars

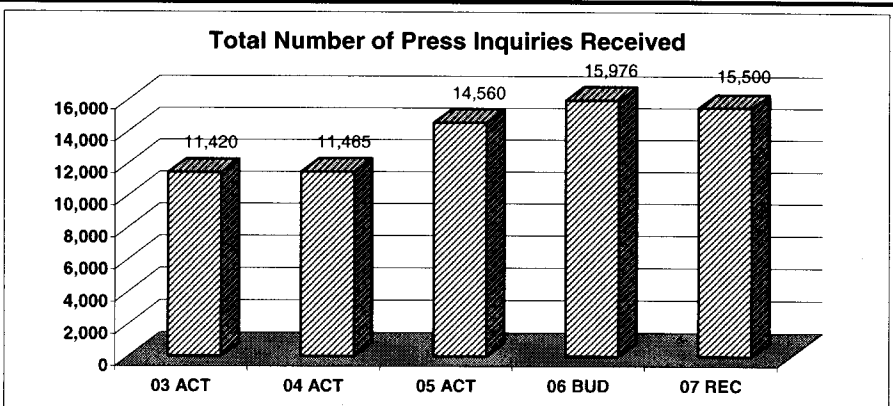| PROGRAM MEASURES	FY03 ACTUAL	FY04 ACTUAL	FY05 ACTUAL	FY06 BUDGET	FY07 CE REC
Outcomes/Results:					
Equivalent value of free media coverage provided during the year ($000)[a]	3,346	3,814	3,918	3,840	3,980
Minutes of network television coverage of Montgomery County	1,394	1,589	1,726	1,600	1,750
Service Quality:					
Percentage of media representatives who report that the Office of Public Information (OPI) routinely provides them with timely and accurate information[b]	100	100	100	100	100
Percentage of County departments and agencies that report that OPI does a good job in promoting their programs and services to the public[c]	98	99	99	100	100
Efficiency:					
Average program cost per minute of network television news coverage ($)	204	208	205	235	225
Average cost per response to a press inquiry ($)	24.87	28.78	24.31	23.54	25.42
Value of free media coverage received per dollar spent on public education ($)	11.78	11.56	11.07	10.21	10.10
Workload/Outputs:					
Number of press inquiries received	11,420	11,465	14,560	15,976	15,500
Number of press releases prepared and disseminated	441	578	600	593	600
Inputs:					
Expenditures ($000)	284	330	354	376	394
Workyears	4.0	4.0	4.0	4.0	4.0

Notes:
[a]Based on actual advertising rates during news programs on weekday evenings.
[b]Based on a survey of four local network newsrooms.
[c]Based on a survey of 21 County departments and agencies.

EXPLANATION:
The Office of Public Information is responsible for, among other things, educating citizens about the wide variety of programs and services available to them and the issues that affect them. In order to reach the most people at the lowest possible cost, the Office focuses its efforts on attracting mass media news coverage, rather than printing pamphlets, flyers, and other materials to educate the public. News coverage cannot be directly controlled, but it is free and worth pursuing when programs and services warrant public attention. Public education is essential if taxpayers are to understand the value they receive for their tax dollars.

Total Number of Press Inquiries Received

03 ACT	04 ACT	05 ACT	06 BUD	07 REC
11,420	11,465	14,560	15,976	15,500

PROGRAM PARTNERS IN SUPPORT OF OUTCOMES: Correction and Rehabilitation workforce development crew, Radio and TV Monitoring Reports, internal Public Information Working Group, County departments and agencies.

MAJOR RELATED PLANS AND GUIDELINES: